

National Preparedness Month 2011

This September: A Time to Remember. A Time to Prepare.

National Preparedness Month is the Federal Emergency Management Agency's (FEMA) annual campaign to encourage Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and communities. National Preparedness Month is sponsored by FEMA's *Ready* Campaign, a campaign that promotes preparedness and provides free preparedness information and resources, in partnership with the Citizen Corps whose local councils bring together government and community leaders to involve all citizens in emergency preparedness planning. The goal for this September's National Preparedness Month is to turn awareness into action by motivating all Americans to make an emergency preparedness plan. FEMA relies on federal, state, and local partnerships and its Coalition Members to help bring this call to action to all communities throughout the U.S.

National Preparedness Month Coalition

Sign up to be a National Preparedness Month Coalition Member! Coalition Membership is easy, free, and important and is open to all individuals, businesses, and organizations. Register your department at community.fema.gov and encourage your stakeholders to do the same! Members have access to ready-to-use templates and messaging, tons of ideas and information, and the ability to connect with the thousands of other members across the country. From helping their community make emergency preparedness plans, to spreading the preparedness message, to coordinating practices and drills, Coalition Members help promote a whole community approach to emergency management and ensure that their community is prepared to face and respond to emergencies and disasters. Help us encourage everyone to sign up at community.fema.gov. Here are a few easy ways to participate:

✔ **Leverage Existing Events**

Participate in events and meetings that already exist within your community. Tie in preparedness messages and presentation to events hosted or sponsored by local organizations who provide services to those with access and functional needs. Whether it's setting up a booth to pass out information or asking nurses and clinics to hand out preparedness information to patients, tapping into already planned and scheduled events can be a great way to reach members of your community.

✔ **Host an Event, Meeting, or Workshop**

Host an event, such as a preparedness workshop, day, or fair. You could invite a local first responder to talk about preparedness, or consider giving CPR training in the community. You could also host an event to help citizens make a plan or build a medical emergency kit, or a roundtable of community members to discuss preparedness for the access and functional needs members in your community. Be sure to post your activity on community.fema.gov.

✔ **Spread the Preparedness Message**

Include preparedness messaging in existing forms of communications, such as emails, websites, blogs, social media, newsletters, and even as bill stuffers. We have messaging that is ready for use or customization. Email npm@fema.gov for more information, or sign up to be a Coalition Member where you will receive access to the toolkit that contains sample messaging.

Join the National Preparedness Effort at Community.Fema.Gov

The Access and Functional Needs Community's Involvement

You know firsthand how important it is to make sure everyone is prepared, including people who may need assistance during an emergency. Thanks to you, in recent years we've seen great strides being taken across the U.S. to bring more equal and fair treatment to people with access and functional needs. We ask you to take one more step by joining this national preparedness effort as a Coalition Member. Here are a few ideas for how you can make a difference by bringing preparedness to your community:

- ✓ **Engage Your Organization and Community about Preparedness for Access or Functional Needs.** This National Preparedness Month is a great time to engage the access and functional needs community to take the necessary steps towards emergency preparedness, which may include notifying their local fire department or emergency response team. This is the perfect time for organizations who provide services to those with Access and Functional Needs to make sure their organization, as well as those who they serve, are prepared.
- ✓ **Encourage your organization to host a Preparedness Day.** A preparedness day is a great way to inform everyone about preparedness. The day could feature presentations from local emergency responders, volunteers that come to help patients make their own preparedness plans, and practice drills and exercises.
- ✓ **Launch a preparedness initiative or effort.** Encourage your organization and community to launch a preparedness initiative and kick it off this September, in honor of National Preparedness Month. This is the perfect time to motivate organizations to take the necessary steps towards emergency preparedness.

Available Resources:

- ✓ Disability.gov/Emergency_Preparedness. Find tips, resources, videos and brochures about preparedness measures for those with access and functional needs.
- ✓ ADA.gov/EmergencyPrepGuide.htm. Find the American Disability Association's emergency preparedness guide and other helpful information on how to stay prepared.
- ✓ Community.fema.gov. Join us as a National Preparedness Month Coalition Member where you will have access to ideas and ready-to-use messaging, including press releases, posters, graphics, web banners, social media messaging, articles, best practices from 2010, and much more.
- ✓ Ready.gov/. Ready has resources such as checklists and different information tailored to specific groups of people, including kids, businesses, and those with access or functional needs. Find information specific to those with access and functional needs here.
- ✓ ReadyRating.org. The American Red Cross Ready Rating Program helps organizations take the necessary steps to be prepared for and successfully withstand disasters and emergencies.
- ✓ ShakeOut.org. Across the country, states are participating in this earthquake drill. Check the site to see if there is a ShakeOut coming to your community.
- ✓ GreatHurricaneBlowout.org. The Great Hurricane Blowout is lead by the Federal Alliance for Safe Homes, Inc., or FLASH, to help families get ready for hurricane season. Check the site for future events happening in your community.
- ✓ Safekids.org. Safe Kids USA is a nationwide network of organizations working to prevent unintentional childhood injury, the leading cause of death and disability for children ages 1 to 14.

For more information and ideas, contact NPM@fema.gov.